

## Emails to Enrolled Students Policy and Guidelines

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<b>Review Date</b>	October 2020
<b>Approval Authority</b>	Executive Director, Student Services and Communications
<b>Contact Officer</b>	Communications and Engagement Manager – Student Services and Communications

### Introduction

The University provides email addresses to enrolled preparatory, undergraduate and postgraduate students for communication of University business.

### Definitions

**All-student email** – emails sent to all **currently enrolled** (preparatory, undergraduate and postgraduate) students' email addresses, which is not personalised and sent to a large distribution list.

**Email** – a collection of one or more electronic messages sent between individuals.

**E-newsletter** – HTML emails sent using email campaign software. These are usually personalised and sent to specific subscriber lists, and provide analytics and reporting features to measure readership levels.

**Mailbox** – data storage location where an individual's email messages are held. It is associated with an email address and it is the place where email systems deposit messages intended for the user and copies of messages sent out by the user. The content is only accessible to the individual with correct username and password details.

**Research Postgraduate students** – students undertaking work towards the completion of a Doctoral or a Master's degree including a thesis or dissertation.

**Spam** – unsolicited email. From the sender's point-of-view, it is a form of bulk mail. To the receiver, it is usually considered to be junk email that is not relevant, or of little interest to them.

## Policy Statement

Any student email address provided by the University for a student's use is not a private facility over which a student has control to decide what will, or will not, be sent to them. The University reserves the right to communicate information that is relevant to students and which is required for the effective functioning of the University – or which is otherwise useful for the student to know

It is therefore important that all students read information on their student email at least once a week.

A bulk student email facility (all-student email) is available to send information relevant to the whole student population. This facility is used sparingly and usage is governed by Communications and Engagement. Where relevant, information may also be distributed through other channels.

Staff should always consider other channels of communication that may be more effective than email. Communications and Engagement staff can advise on the best approach to meet specific needs. In the instance where staff or students abuse the email system, their access to lists will be reviewed and appropriate action taken by Information Technology Services (ITS).

### All-student emails

Emails to students must always be related to the student experience and will generally promote academic, social success and safety. Emails must not be used to promote other institutions, businesses, personal concerns or gains, or issues not of relevance to the particular group being contacted. Emails to groups must be carefully considered and not of high frequency in order that all student emails remain as effective as possible, and not be perceived as a form of spam. All messages sent by email to students must be consistent with [University policies \(University Policy Library website\)](#) in areas such as privacy, harassment, and computer use.

All-student emails must be approved prior to distribution by the Executive Director, Student Services and Communications, the Manager, Communications and Engagement or an assigned Communications and Engagement delegate. This is particularly the case for emails that could be controversial, touch on topics of sensitivity, or could negatively impact the University if managed inappropriately.

All-student emails may also be approved and issued by the Executive Director, Learning Resources; for example, management of non-scheduled outages or when a new computer virus with a very high level of risk threatens the University network. In such instances, the issue must be discussed with the Manager, Communications and Engagement or the assigned Communications and Engagement delegate and verbal consent received before the email is sent.

Emails distributed to the “all-student” email list must be relevant to more than 70% of the student population and meet one or more of the following criteria:

- Aligned directly with a current University Council or Senior Management Team (SMT) strategic initiative;
- Supports student academic success and progress;
- Informs students of major disruptions;
- Promotes health, safety and wellbeing of students;
- Safeguards or enhances the reputation of the University;
- Assists the University to comply with legislative requirements.

Emails relating to the surveying of student cohorts must follow the [Student Community Online Survey Policy \(PDF, 300KB\)](#).

### **Other email lists**

When students enrol in or register for other campus services, such as mentoring, Māori or Pasifika support, events, disability or careers information, these lists can be used by those running these programmes in order to contact students. Information distributed to these groups must be relevant to the service or programme provided and in the students' interests. Students' privacy must be protected at all times and the 'Blind Carbon Copy' ('BCC') function should be used where appropriate, to prevent inadvertent disclosure of identity or personal contact information to parties other than the University.

### **Course lists**

Student email lists exist for each course and can be used to support teaching, learning and research. Academic staff can use these group email addresses to communicate to the classes they teach. Staff from service areas must gain approval from the Assistant Vice-Chancellor (Academic) (AVC (A)) before emailing course lists.

### **E-newsletters**

The University's preferred system for sending e-newsletters to current students is Campaign Monitor. Student contact information can be extracted from the Student Management System to support the distribution of e-newsletters through Campaign Monitor; only the data required to support successful distribution should be uploaded into Campaign Monitor.

All e-newsletters must provide an unsubscribe option, and an actively monitored return email address. Departments/Schools must not use other email campaign software to distribute e-newsletters to current student cohorts.

A record of emails sent to all current students must be maintained by Communications and Engagement and made available through an online repository for all staff to access.

## Guidelines

### 1. Student email

#### 1.1 Email content

Messages sent to student lists should:

- be brief – normally not more than the equivalent of one screen and preferably less;
- not include attachments. If additional material is required, then links to the appropriate web page should be included; and
- a contact person or sender should be clearly identified in the email.

#### 1.2 All-student email approval process

All staff should first discuss the requirement for an all-student email with a member of Communications and Engagement. Once the requirement for an all-student email is acknowledged by Communications and Engagement, a copy of the proposed email and the required date/time for release should be sent to [communications@canterbury.ac.nz](mailto:communications@canterbury.ac.nz) for review, final sign-off by the relevant Manager or Director, and distribution. Staff must give notice of at least three working days.

### 2. Use of other student email lists

#### 2.1 Māori students

The Māori student email addresses list may be used to contact students and keep them informed of Māori events, issues, services, scholarships and activities deemed relevant to this community. The list may be used by the

- Assistant Vice-Chancellor (Māori), and
- Māori Development Team (MDT) Manager.

Other communication channels, such as the Māori Student e-newsletter – Te Oho Akoranga – are approved and should be used by the University community to communicate appropriate information to Māori students.

#### 2.2 Pacific students

The Pacific student email list may be used by the Pacific Development Team to contact students and keep them informed of Pacific events, issues, services, scholarships and activities deemed relevant to this community. The list may be used by the

- Director of Pasifika, and
- Pacific Development Team (PDT) staff.

Other communication channels are available and should be used by the University community to communicate appropriate information to Pacific students.

## **2.3 International students**

The international student email list may be used by the Director, International Growth Strategies, and the Director, Student Success to contact students and keep them informed of events, issues, services, scholarships and activities deemed relevant to this community. It may also be used by the UCSA, with the approval of the Manager, Communications and Engagement, or Executive Director, Student Services and Communications.

## **2.4 Postgraduate thesis candidates**

### **2.4.1 Responsibilities**

The Executive Director, Learning Resources has jurisdiction over strategic development, implementation and operation of email systems to conform to policies around management of postgraduate email.

The Chief Information Officer has authority over and responsibility for definition of email address formats, resolution of address conflicts and administration of email systems.

The Dean of Postgraduate Research has authority over and responsibility for all policy decisions relating to the use of thesis student email. Emails to all thesis candidates (Master's and doctorate) may be sent by the Dean of Postgraduate Research and others with the Dean's approval, to contact candidates and keep them informed of events, issues, services, scholarships and other activities deemed relevant to this group of students.

While the Dean of Postgraduate Research is responsible for the use of thesis candidates email lists, the PVC's, HOD's and other Deans share responsibility for master's thesis student emails within their school, department, and colleges.

### **2.4.2 Postgraduate Thesis Email**

The postgraduate student email list may be used by the UCSA to contact students and keep them informed of events, issues, services, scholarships and activities deemed relevant to this community, with the approval of the Manager, Communications and Engagement, or Executive Director, Student Services and Communications.

Students involved in research may require an email address that correctly denotes their status as postgraduates at the University when communicating with colleagues at other institutions. This can also enhance the reputation of the University, but must not lead to misconceptions as to the status of the individual, i.e., whether staff or student. The choice of the email address and its use should not, in any way, be detrimental to the reputation of the University.

- Email services aligned with the staff email system enabling effective and efficient connections with colleagues and other professionals. All students

enrolled in Research Postgraduate courses shall have their email hosted on the University's internal email infrastructure, applying the same security and data protection as applicable to the University's staff.

- Research Postgraduate students will be allocated email addresses of the form [firstname.lastname@pg.canterbury.ac.nz](mailto:firstname.lastname@pg.canterbury.ac.nz). Some variations may be applied to the email address, in case of duplicates and variations of preferred (compared to legal) names.
- The mailboxes of these students and their email addresses will be maintained for the period of time indicated on the University's [Extension of Services webpage \(University Support Services website\)](#). At the end of that period, the mailbox will be closed and its content deleted.
- Students have the option to archive the content of their mailbox prior to that date.
- The postgraduate email address will cease to function once the mailbox is closed.

## 2.5 Mature students

Emails to all mature students (those 20 years of age or over) may be sent by the Director, Student Success, to contact students and keep them informed of events, issues, services, scholarships and other activities deemed relevant to this group of students.

## 2.6 Emails to students in Colleges, schools and academic departments

Academic staff have access to group email addresses of the students in the classes they teach. Group emails to these students must be directly relevant to the courses they are teaching.

Pro-Vice-Chancellors may approve emails going out to students enrolled in a College where the information is of interest to all students in that College. Heads of Departments/Schools and Deans can approve emails being distributed to other student cohorts within a College.

## 2.7 Careers, Internships and Employment emails to students

Careers, Internships and Employment may use the CareerHub system to communicate to student cohorts on behalf of future employers about recruitment events and employment opportunities. These events must be directly related to the student's area of study and students must have the ability to update their email preferences within the CareerHub system.

## 2.8 Outreach of Support Emails to Students

The University may email select groups of students when circumstances have occurred where it believes an outreach of support is warranted. This may include a sudden student death or a natural disaster or other traumatic event taking place overseas. In those circumstances it may email the cohort of the deceased student's classmates, or a cohort of students from the nation where the disaster or traumatic event has occurred.

In these circumstances, the email offering would be initiated and drafted by Student Support, with the Communications and Engagement team's assistance and reviewed by the Manager, Communications and Engagement, an alternate, or the Executive Director Student Services and Communications prior to distribution.

A distribution list for these emails can be generated by Admissions and Enrolments.

An email to groups of students is normally sent by the Communications and Engagement team. The College involved may, in addition to the above, send a broader email to students of that College, acknowledging a student's passing.

There may be other communications tasks arising from these circumstances which fall outside of this policy. These include letters of bereavement, which would be drafted by the Communications and Engagement team and may be co-signed by the Vice-Chancellor and College Pro-Vice-Chancellor.

## 2.9 UCSA emails to students

The University also has an agreement with the University of Canterbury Students' Association (UCSA) to provide the UCSA President with a facility for emailing students. This agreement is monitored by the Executive Director, Student Services and Communications and its terms of use are subject to the ["Redphone Agreement" \(Appendix 1\)](#).

## Related Documents and Information

### UC Policy Library

- [Communications and Media Policy \(PDF, 388KB\)](#)
- [IT Policy Framework \(PDF, 304KB\)](#)
- [Prevention of Harassment and Bullying Policy \(PDF, 227KB\)](#)
- [Official Information Policy \(PDF, 347KB\)](#)
- [Privacy Policy \(PDF, 823KB\)](#)
- [Student Community Online Survey Policy \(PDF, 300KB\)](#)

### UC website and intranet

- [Extension of Services \(University Support Services website\)](#)

## Appendices

- [Appendix 1: Redphone Agreement](#)

## Document History and Version Control Table

Version	Action	Approval Authority	Action Date
<i>For document history and versioning prior to 2013 contact <a href="mailto:ucpolicy@canterbury.ac.nz">ucpolicy@canterbury.ac.nz</a></i>			
1.00	Major review of document and conversion into new template. Updated Contact Officer and Approval Authority.	Director, Student Services and Communications	Sep 2013
1.01	Updated hyperlinks.	Policy Unit	Nov 2013
1.02	Hyperlinks updated.	Policy Unit	Jul 2014
1.03	Review date pushed out.	Policy Unit	Sep 2014
1.04	Update to include e-newsletters and CareerHub; change of job titles by Contact Officer.	Policy Unit	Apr 2015
2.00	Scheduled review by Contact Officer.	Policy Unit	Jun 2015
2.01	Contact Officer details updated.	Policy Unit	Jul 2015
2.02	References to <i>Computer Use Policy and Procedures</i> changed to <i>IT Policy Framework</i> ; "Communications and Stakeholder Relations" to "Communications and Engagement". Addition of privacy clause under "Other email lists".	Policy Unit	Sep 2015
3.00	Unscheduled review rolled over into scheduled review period, major changes merged with Postgraduate Email Management Policy.	Executive Director, Student Services and Communications	August 2018
3.01	Updated links to <i>Survey Policy and Application Procedures for Online Student Surveys</i> renamed <i>Student Community Online Survey Policy</i> .	Policy Unit	April 2019
3.02	Review date pushed out until Nov 2019	Policy Unit	July 2019
4.00	Scheduled review by contact officer, minor changes to content	Policy Unit	Nov 2019

**This policy remains in force until it is updated**

## Appendix 1

### UNIVERSITY OF CANTERBURY/ UNIVERSITY OF CANTERBURY STUDENTS' ASSOCIATION ANNUAL AGREEMENT ON THE CONDITIONS OF USE OF REDPHONE

*The Redphone is a University ITS facility, whereby the UCSA President (President) can contact UC students, registered with a University email address, regarding matters the President reasonably considers to be in the interests of students. The Redphone is intended to be an instant means of communication from the President. The aim of the Redphone is to share and convey salient and relevant information relating to the student experience, to all students.*

This agreement is to formalise an agreement between the University of Canterbury (the University) and the University of Canterbury Students' Association (UCSA) on the terms and conditions of use of the Redphone. While this agreement will outline basic principles it will be largely reliant on the goodwill of each party to ensure the appropriate and continuous use of the Redphone.

It is noted that:

- The primary function of the Redphone is to provide a means by which the President can easily, quickly and briefly communicate with the University's students on any and all issues that the President deems to be of interest or relevance to students. This agreement recognises the value of this service to the students at the University and accepts that on occasion it will be used to question and critique the actions and policies of the University.
- It is acknowledged that the Redphone and all information carried by it, is subject to the laws of New Zealand, the UCSA constitution, all rules and conditions outlined in this agreement, and all University regulations and policies to the reasonable extent they do not contravene the purpose of the Redphone.
- Any disputes arising from the Redphone or its use will be dealt with by the UCSA President and the Director, Student Services and Communications (or equivalent position), with the right of "final" decision resting with the University/UCSA Arbitration Committee (as defined in Clause 14 of the Deed of Management). Only in exceptional circumstances will the Redphone's continued use be subjected to restrictions.
- The following University of Canterbury email addresses will be added to the Redphone recipients list and any other student email lists used for Redphone purposes: Executive Director, Student Services and Communications; Director, Student Success; Manager, Communications and Engagement and communications@canterbury.ac.nz.
- The Redphone shall always maintain a standard of decency that reflects well on both the UCSA and the University.

- Redphone communications will be presented in a clear and concise manner and will avoid the inclusion of attachments.
- The Redphone shall not be used as a means for which the UCSA President can exert any undue influence on any student, whether they are a UCSA member or not, for the purposes outlined in s229B of the Education (Freedom of Association) Amendment Act 2011.
- In recognition of the students' right to freedom of association, any student who does not wish to receive Redphone communications may preclude themselves by making such a request to the UCSA through reasonable channels of communication.

This agreement is seen as an appendix to the Redphone Service Level Agreement, and is renewed annually.

### **Other student email lists**

This agreement further recognises that there will be occasions when the President will need to communicate via Redphone to subsets of enrolled students. The University will assist by providing an ITS facility on the following bases:

- The subject matter of the communication must be relevant or of interest to the delineated subset of students.
- The appropriateness of other means of contacting the subset of students has been considered and deemed inappropriate in the circumstances.
- That any email list so created will terminate at the end of each year.
- That ITS shall take reasonable endeavours to establish any email list requested by the UCSA President as soon as is practicable and target completion within five (5) working days from the date of the request.
- That any message, in the opinion of the Executive Director, Student Services and Communications that contravenes the principles outlined in this agreement will be for the subject of consultation with the UCSA President and if a disagreement ensues then the final decision of whether the message should be sent will be determined by the University/UCSA Arbitration Committee.

### **Student email list request process**

The President shall make a request to ITS for the establishment of a student email list in such a form that includes:

- a clear description of recipient-students;
- a reasonable explanation of its relevance to the subset of students;
- when the email is to be sent;

- the email address of the sender of the email; and
- the email address for reply emails to be sent to should any student elect to press the 'reply' button.

ITS will seek approval from the Chief Information Officer and the Manager, Communications and Engagement before establishing any student email lists.